JOPLIN CITY COUNCIL
INFORMAL MEETING
MONDAY, JULY 1, 2024
5TH FLOOR COUNCIL CHAMBERS
602 S. MAIN ST.
5:15 PM

This meeting can be livestreamed at http://www.joplinmo.org/182/Video-Multimedia

AGENDA

1. Marketing & Communications Department Plan

Notice posted at 12:00 p.m. on this 27th day of June 2024. (RSMo 610.020)

The City of Joplin is committed to comply with the Americans with Disabilities Act. The Joplin City Council Chambers is wheelchair accessible. Request for reasonable special accommodations must be made 48 hours prior to the meeting. Please email the City Clerk's office at hnagy@joplinmo.org or call (417) 624-0820 ext. 1220 for assistance.

Ad Omnia Parata

Marketing & Communications

DEPARTMENT PLAN

MISSION & PURPOSE

Quick overview. Defined by Marketing & Communications Roadmap report.

Additional insight from staff regarding best practices.

DEPARTMENT RESPONSIBILITIES

Overview of operational responsibilities.

Schedule of deliverables.

Types of tasks we'll take on day-to-day.

Annual deliverables.

CONTENT CALENDAR

Overview of content types.

Topics we'll be generating content about, sharing, scheduling.

Omni-channel content strategy and the PESO model of strategic communications.

KEY INITIATIVES & MAJOR PROJECTS

Time-bound projects of limited duration.

Website Redesign.

Build Out a Staff Portal.

Marketing & Communications

STAFFING

We’re building a whole new department.

Department Director: Drew Douglas

Public Information Officer: Lynn Onstot

Webmaster: Tony Otero

Social Media Specialist: ???

Video Specialist: ???

Marketing & Communications

MISSION & PURPOSE

The Marketing & Communications Department exists to ensure **accurate, timely, and coordinated** information is being provided by the City of Joplin to citizens, visitors, and potential residents of our community.

The primary objective of the department is to implement **effective, efficient, and coordinated communications** efforts to promote a **positive image** and **attract and retain people** and businesses to the community.

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DESIRED OUTCOMES

1. **Build trust** and affinity with key audiences by **raising awareness** of and **engagement** with our efforts.
2. **Promote** a positive image of **Joplin**.
3. Use appropriate practices and methods to communicate **accurate, timely and coordinated** information throughout the community.
4. Highlight Joplin's **accomplishments, projects and programs** to current and prospective residents and businesses.

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VALUES & TEAM CULTURE

- Provide **surprisingly helpful** customer service.
- Advocate & advise for **ethics & best practices**.
- **Build trust** across the community. **Accuracy** is paramount.
- Be **transparent**. Show how the City is doing its homework.
- Foster **constructive** dialogues.
- Implement best possible **design & user experience**.
- **Tell the story** of the municipal organization and community.
- **Proactive communication**, not just reactive response to questions.
- **Be strategic**. Research, plan, implement, analyze results.

AD OMNIA PARATA.

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POLICIES & PROCEDURES

- Official Use of Social Media Policy.
- Review personal use of social media policy in employee handbook.
- Website Content Maintenance plan/procedure.
- Policy for promotion of community events/initiatives.
- Email marketing procedures.
- Review/update crisis communications plan.
- Communications workflow expectations.
- Brand Standards

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CORE ANNUAL DELIVERABLES PART 1

Annual Deliverables (Once Each Year)

- State of the Community Event (Banquet, formal event in February?)
  - State of the Community Video (year-in-review)
  - State of the Community Address (speeches from Mayor, City Manager)
  - State of the Community Publication. Annual report with review of major accomplishments of each dept. + upcoming projects.
- Popular Annual Financial Report “Guide to City Finances” publication
- City Programs & Services Guide publication

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CORE ANNUAL DELIVERABLES PART 2

Annual Deliverables (Once Each Year) *continued...*

- Council training session on public information, media relations, and social media best practices for elected officials.
- Press conference training/practice exercise. To be coordinated with Emergency Manager, could be part of a bigger table-top emergency management exercise.

Quarterly Deliverables (4 Times Each Year)

- Print newsletter publication, mailed to every address in the City.
- Joplin Citizen video newsletter. 30-minute newscast.

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CORE ANNUAL DELIVERABLES PART 3

Monthly Deliverables (12 Times Each Year)

- Email newsletters to the community.
- Email newsletters to all city staff.
- “Minute With the Mayor” video address to the community.
- “Administrative Update” video address from City Manager to staff.
- “Ask an Expert” - livestreams (to Youtube and Facebook). Live interview, taking the public’s questions and explaining why and how the city operates.

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CORE ANNUAL DELIVERABLES PART 4

Monthly Deliverables (12 Times Each Year) *continued...*

- Feature news story reported by Marketing & Communications Department staff.
- Electronic communications data reports.
- Media relations data report.
- Project Tracker updates for website, section of newsletter, social.
- Newsletter quick poll questions.

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CORE ANNUAL DELIVERABLES PART 5

Weekly/Bi-Weekly Deliverables (26 Times Each Year or More)

- Media Relations report for leadership team. Due Mondays.
- Employee Spotlights. (for inclusion in newsletters, news blog, Facebook and LinkedIn.)
- News feature video of the week. (Produced by Video Specialist) Short video (2-minutes) detailing a facility, program or service offered by the City or showcasing something staff have done for the community.

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CORE ANNUAL DELIVERABLES PART 6

Irregular Deliverables: (multiple per week)

- Press releases.
- Social media posts according to content calendars.
- Social media comment moderation.
- Customer service responses to submissions through website, email, direct message, phone calls, and face-to-face interactions.
- Response to media inquiries submitted through email, phone calls, text, and face-to-face interactions.
- Website content updates.
- Photography of key events, programs, etc.

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CORE ANNUAL DELIVERABLES PART 7

Irregular Deliverables: (occasional or rare)

- Press conferences and media updates.
- Assisting with or providing tours to media and scheduled groups.
- Surveys and focus groups.
- Media coaching for elected officials and department heads.
- Responding to requests from “free-speech auditors”, “citizen journalists”, “influencers”, bloggers and podcasters.
- Writing grant applications (for marketing & civics education efforts)
- Writing & assisting with awards nominations.
- Assisting with social media open records requests.
- Assisting with logistics planning and marketing of City events.

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CONTENT CALENDAR

Minimum Messaging By Department

- General
- City Manager
- Public Works
- Planning & Development
- CVB (Tourism, “Visit Joplin”)
- Parks & Recreation
- Police
- Fire
- Health
- Municipal Court

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CONTENT CALENDAR

General Content

- Employee Spotlights
- “We work for you” campaign “Show Me Joplin”
- Minute with the Mayor
- Mayoral Proclamations
- Ask an Expert (live Q&A livestreams)
- Feature articles and videos
- Notification of impactful law/ordinance changes & council decisions
- Voter education for ballot issues
- Civics Education content
- Job openings/Recruitment

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CONTENT CALENDAR

General content *continued...*

- Advertising any committee openings
- Reminders regarding candidate filing deadlines
- Get out the vote, voter registration deadline reminders
- Reminders regarding permits & licenses
- Promoting city-organized events
- Reminders regarding city programs & services
- Updates and reminders about online tools
- Office closures
- Emergency alerts
- Utility billing notices

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CONTENT CALENDAR

City Manager content

- Strategic Plan Updates
- Key initiatives and action plan updates
- Project Updates
- State of the Community Event marketing
- Annual Financial Report, audit & grant funding updates
- Economic development updates
- Announcements of partnerships
- Other program and event content
- Other high-level announcements (awards, accolades, etc.)
- Other statistics and high-level perspective on community status

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CONTENT CALENDAR

Public Works Department content

- Street closures
- Annual sidewalk improvement report with map
- Annual new/extended/widened roads report with map
- Annual mill & overlay report
- Annual potholes & crack sealing report
- Wastewater updates and “Did you know?” reminders
- Transit system marketing & announcements
- Airport marketing & announcements

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CONTENT CALENDAR

Planning & Development Department content

- Program announcements, reminders & updates
- City project announcements, ground breakings, ribbon cuttings, etc.
- Annual residential permits report
- Annual commercial permits report
- Annual new construction report
- Neighborhood Improvement tips

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CONTENT CALENDAR

CVB, Tourism Department content

- **Visit Joplin:** Assisting this department with their existing content and marketing plans aimed at audiences 90 miles away and beyond as needed. They're already doing great!
- **Talent Attraction:** Sharing content from Chamber of Commerce designed to attract remote workers and build our workforce.
- **"It's All In Joplin":** Quality of life content aimed at audiences within 90 miles, encouraging them to attend events, visit attractions, shop local, etc. Make the most of being a resident of the metro area.

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CONTENT CALENDAR

Parks & Recreation Department content

- Program marketing
- Aquatics marketing
- Event marketing
- Golf Course marketing & updates
- Museum marketing & updates
- Closures
- Project announcements & updates
- Seasonal recruiting

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CONTENT CALENDAR

Police Department content

- Officer Recruiting
- Weekly calls for service stats
- Crime reduction/prevention campaigns, awareness, public education. (e.g. 9pm Routine campaign? Situational Awareness campaign? Defensive Driving campaign?)
- Citizens Police Academy marketing & updates
- Other community outreach program & event reminders
- Badge pinnings, academy graduations, promotions, etc.
- Quarterly message from the Police Chief?
- “Day in the life of a police officer”, other humanizing content

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CONTENT CALENDAR

Fire Department content

- Fire Fighter Recruiting
- Weekly calls for service stats
- Fire Prevention/Safety education campaigns (aimed at reducing fires, carbon monoxide poisonings, etc.)
- Emergency Preparedness campaigns
- Badge pinnings, academy graduations, promotions, etc.
- Other community outreach program & event reminders
- Quarterly message from the Fire Chief?
- “Day in the life of a fire fighter”, other humanizing content

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CONTENT CALENDAR

Health Department content

- Animal Control announcements/updates (Spay/Neuter etc.)
- Claim your pet reminders
- Mosquito fogging
- Health & Safety education event marketing
- Health & Safety program marketing, updates, reminders
- Health & Safety tip of the week
- WIC program reminders/updates
- Share content from Missouri Department of Health & Senior Services and other local health & safety partners.
- Share monthly restaurant inspection reports

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CONTENT CALENDAR

Municipal Court content

- We would coordinate with Judge and Court Administrator regarding any content they want communicated to the public.

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PROJECT PRIORITIZATION

- **Critical** = High impact, we need to do it right the first time, but we can’t do other things until this is completed/operational.
- **Foundational** = Department will function better once this is operational. Creates efficiencies or minimizes liabilities. Only have to build it once. Part of building a new department.
- **Important** = We must do this well, but long timeline to success. Will require ongoing commitment of time and resources.
- **Growth Initiative** = We may decide not to do this, but could benefit the city if we decide to prioritize it. We’ll discuss the idea further. Cool/interesting ideas to explore once the department’s core functions are up to speed.

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MAJOR PROJECTS PLAN PART 1

Project Title	Priority Level	Start Date	Target Completion Date	Status
Hire Staff	Critical	April 2024	July 2024	In Progress
Acquire Equipment, Software, Tools, etc.	Critical	April 2024	November 2024	In Progress
Draft & Implement Policies/Standard Operating Procedures	Critical	July 2024	December 2024	Early Planning Discussions
Implement Social Media Archiving	Critical	July 2024		In Progress
Website Redesign	Important	July 2024	May 2026	Early Planning Discussions

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MAJOR PROJECTS PLAN PART 2

Project Title	Priority Level	Start Date	Target Completion Date	Status
Implement Content Calendar(s)	Critical	August 2024		In Progress
Implement Social Media Monitoring	Foundational	July 2024		In Progress
Implement Changes to Social Media Accounts	Foundational	July 2024	October 2024	Awaiting Hire of Social Media Specialist
Implement photo and video library	Foundational	July 2024	August 2024	Not Started
Implement Plan Progress Dashboard	Foundational		December 2025	Early planning discussions

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MAJOR PROJECTS PLAN PART 3

Project Title	Priority Level	Start Date	Target Completion Date	Status
Implement Quarterly Print Newsletters	Foundational	years ago...	Ongoing	Operational
Implement staff portrait system for employee directory	Foundational	September 2024		Not Started
Implement Monthly Communications Report	Foundational	September 2024		Not Started
Implement Monthly Media Relations Report	Foundational	September 2024		Not Started
Develop marketing plan framework	Foundational	October 2024		Not Started

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MAJOR PROJECTS PLAN PART 4

Project Title	Priority Level	Start Date	Target Completion Date	Status
Develop Marketing-Communications Plans for Each Dept.	Foundational		April 2025	Not Started
Build Out Staff Portal (Employee Intranet)	Important	July 2024	July 2025	Early planning discussions
Implement Email Newsletters	Important	October 2024		Not Started
Implement Welcome to Joplin email	Important	October 2024		Not Started
Implement Single-Topic Email Marketing	Important	October 2024		Not Started

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MAJOR PROJECTS PLAN PART 5

Project Title	Priority Level	Start Date	Target Completion Date	Status
Recycle Education Campaign (grant funded)	Important	July 2024	???	Not Started
Implement first PAFR publication	Important		Dec 2025	Not Started
Implement first Annual Report Document	Important		Feb 2026	Not Started
Host first State of the Community Event	Important		Feb 2026	Not Started
Transition to .GOV domain?	Growth Initiative		April 2026	Exploratory Discussion Needed

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MAJOR PROJECTS PLAN PART 6

Project Title	Priority Level	Start Date	Target Completion Date	Status
Begin Coffee with the Mayor events	Growth Initiative	July 2024		Not Started
Implement monthly feature articles	Growth Initiative	September 2024		Not Started
First annual media training for council	Growth Initiative	2025		Not Started
First annual practice press conference	Growth Initiative	2025		Not Started

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MAJOR PROJECTS PLAN PART 7

Project Title	Priority Level	Start Date	Target Completion Date	Status
Implement weekly featured news videos	Important	September 2024		Not Started
Implement Minute with the Mayor videos	Growth Initiative	November 2024		Not Started
Implement Administrative Update videos for staff	Growth Initiative	November 2024		Not Started
Implement “Ask An Expert” Livestream Q&As	Growth Initiative	January 2025		Not Started
Implement quarterly video newsletter	Growth Initiative	November 2026		Not Started

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MAJOR PROJECTS PLAN PART 8

Project Title	Priority Level	Start Date	Target Completion Date	Status
Implement (SWAG) Promotional Items Plan	Growth Initiative	March 2025		Not Started
Project-based Internships	Growth Initiative	November 2024		Not Started
Implement “All in Joplin” marketing plan	Growth Initiative	2025		Not Started
Implement Awards Nomination Calendar	Growth Initiative		December 2025	Not Started
Implement banner programming plan	Growth Initiative	2025		Not Started

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MAJOR PROJECTS PLAN PART 9

Project Title	Priority Level	Start Date	Target Completion Date	Status
Implement Thought Leadership Plan	Growth Initiative	2026		Not Started
Implement Influencer Marketing Plan	Growth Initiative	2026		Not Started
Implement sponsorships plan	Growth Initiative	2027		Not Started
Implement Grant Application Plan	Growth Initiative	2026		Not Started
Develop & Implement City Billboards Plan	Growth Initiative	2027		Not Started

Website Research

AUDIT AND LISTEN

AUDIT OUR CURRENT SITE

Understand what we have. What's not working. What features and functions are under-utilized or could be implemented to greater effect.

Review our Google Analytics.

LISTEN TO STAKEHOLDERS

What do we want from our ideal gov website?

Ask city staff.

Ask the public. (Survey and focus groups.)

Ask elected officials and community partners.

RESEARCH OTHER GOV SITES

Steal ideas from other great websites.

Website Redesign

FEATURE PRIORITIZATION

MINIMUM REQUIREMENTS

(Must-haves for day one.)

Basic features & functions departments need the website to be capable of.

Basic features public expects from the site.

Design and backend features the web team needs.

Compliance Issues (ADA, Open Records, Data Security, etc.)

CURRENT BEST PRACTICES

(Would like to have, could live without, or not needed for go-live.)

Features & functions offered by current best local gov websites.

Features & functions we know are achievable, but maybe only certain vendors offer or are expensive to add.

Features & functions we could add later.

FANTASY FEATURES

(Dreaming, money-no-object, bonus points.)

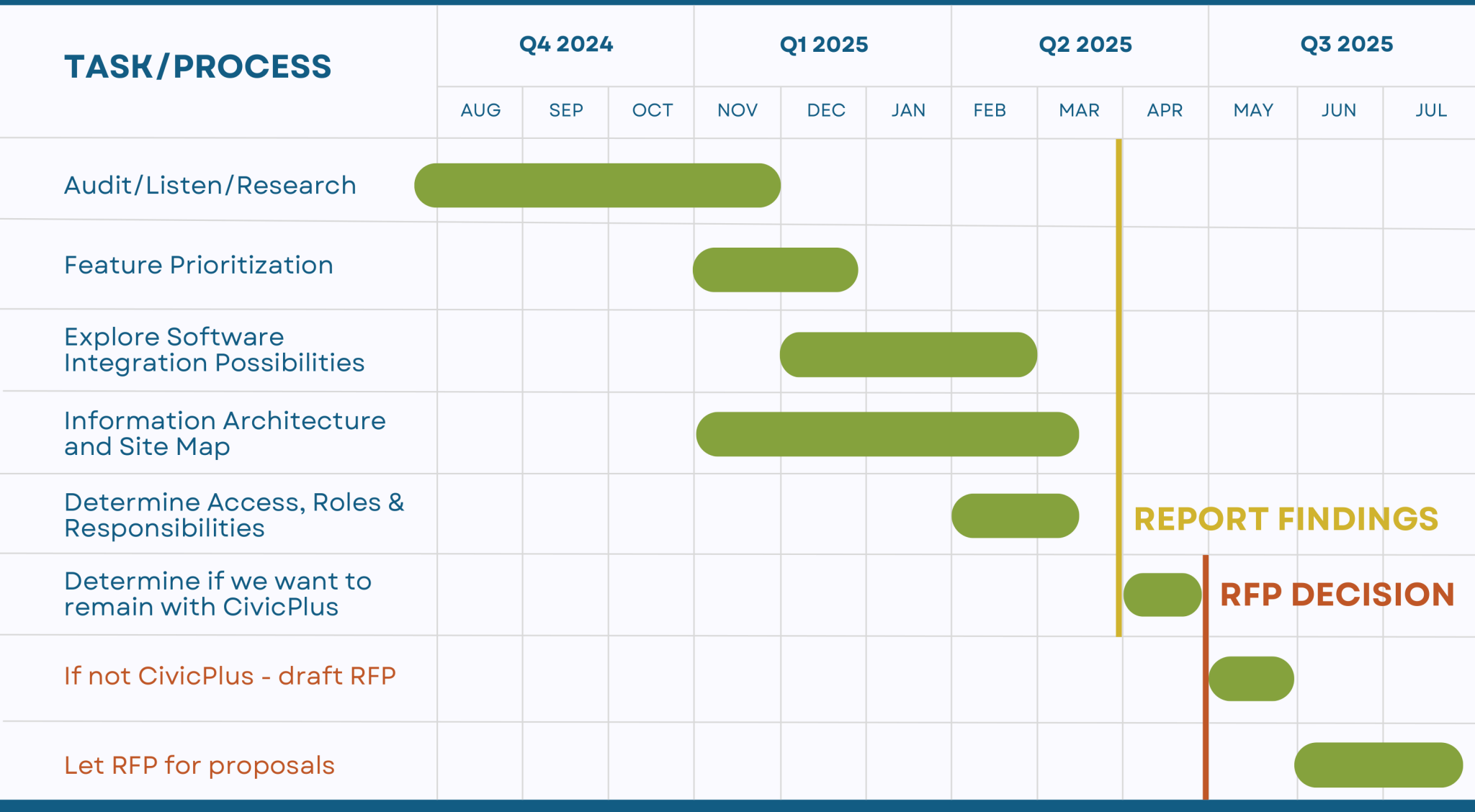
Complex features which would be nice to have if we can afford coding time required.

Capabilities which would be considered cutting-edge for a gov website.

Softwares or integrations which don't exist.

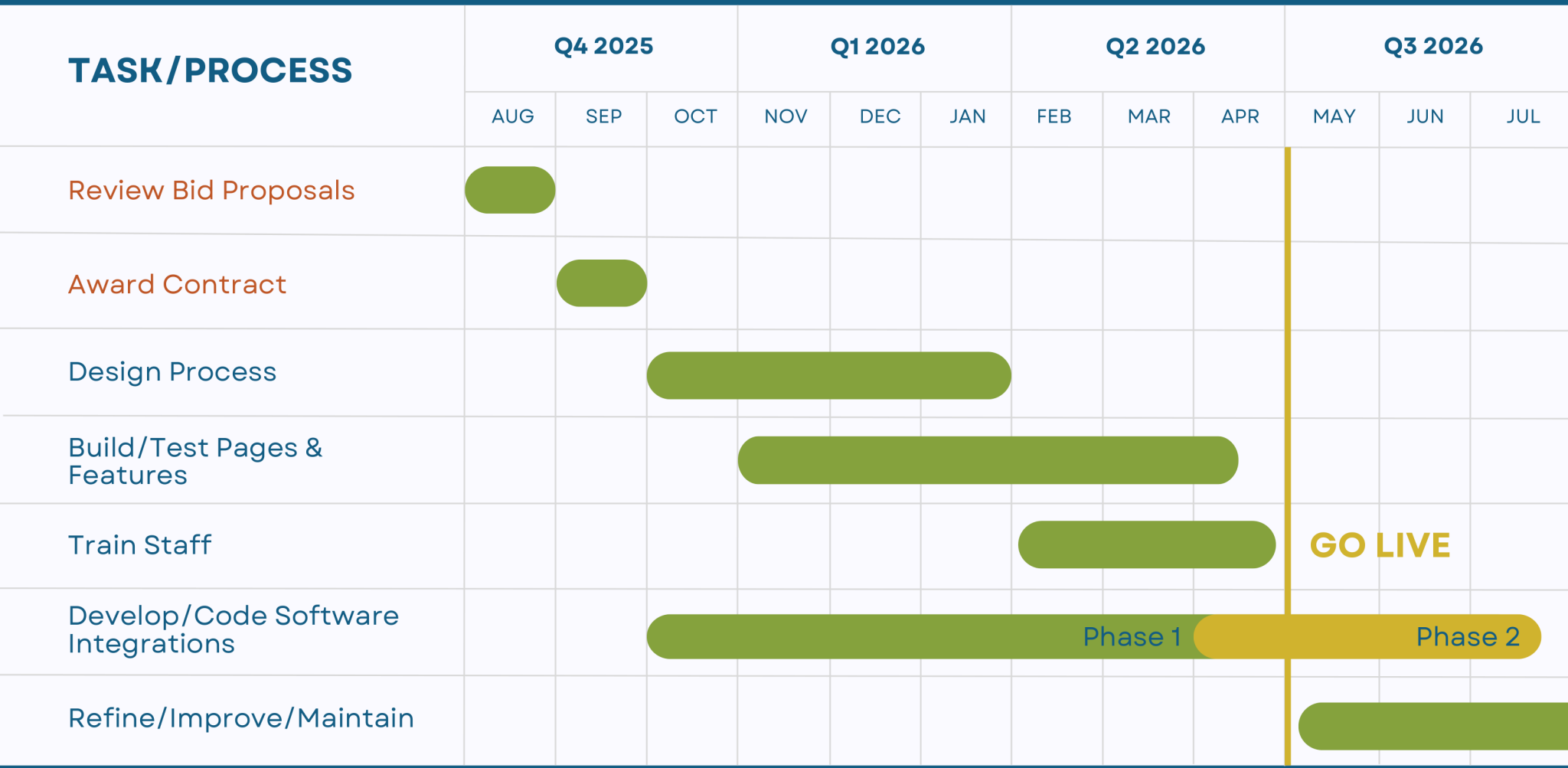
Website Planning

GANTT CHART PART 1



Website New Build

GANTT CHART PART 2



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DEPARTMENT PLAN

JOPLIN
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QUESTIONS?

IDEAS?

DISCUSSION?